





06 NEED TO KNOW

Contagious brand ideas

We showcase the best campaigns of the quarter and explore trends, including brand paternalism and how positioning brands in unexpected places can create cut-through.

18 PRIMER

Streaming showdown

It's cheap, fast, easy and has a direct access to that most personal of devices, the smartphone. Raakhi Chotai asks whether brands should embrace mobile live streaming.

22 WILDFIRE / INTERVIEW

Berni Good

Louise Potter speaks to cyber psychologist Berni Good about why brands think they're engaging gamers but aren't, why CEOs play Candy Crush and how to avoid turning your AI assistant into a psychopath.

26 WILDFIRE

Design, technology and virtue

Inspiration this quarter comes from Facebook's new aircraft, Google's gesture recognition project and two inventions that have finally become a reality: jetpacks and hoverboards.

34 CASE STUDY / VOLVO

Back on the road

No longer boxy and boring, Volvo is transforming itself into a maker of premium, desirable cars. Chloe Markowicz investigates the company's business strategy and how it plans to double its sales volume.

46 SMALL BUT PERFECTLY FORMED

Little brands, big thinkers

The startups and companies that have impressed this quarter. Those punching above their weight include Thinx, DreamCheaper and FoPo.

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Digital revolution vs human evolution

Dan Machen, director of innovation at creative agency HeyHuman, shares findings of the agency's neuroscience research to explain how brands can win the battle for attention.

56 FEATURE

Real opportunity or virtual gimmick?

Multiple headset launches, investment, campaigns and content mean that virtual reality is a hot topic. But is it worth your budget, asks Emily Hare.

64 FEATURE

Toolkit for transformation

Contagious' Will Sansom and Razorfish Global's Ray Velez interrogate the most exciting opportunities facing marketers over the next decade and provide tools for success.

68 CASE STUDY / PEDIGREE

Best in show

Lucy Aitken looks at how the world's biggest pet food brand is using tech-fuelled innovation and emotional storytelling to promote dog ownership.

80 INTERVIEW

Scott Galloway

The professor of marketing at NYU's Stern School of Business tells Katrina Dodd why we're all going to hell in an Hermès handbag.

86 IN FOCUS / AI

At your service

Patrick Jeffrey assesses how virtual assistants could change every interaction a brand has with a customer within the next five years.

94 IN THE FIELD

Richard Thaler

The eminent behavioural economist tells Emily Hare how his research applies to innovation, business opportunities and data, as well as sharing why we should see brands as engines of choice.

98 STRATEGY SPOTLIGHT

Pervasive pizza

We take a look at Domino's cross-platform AnyWare strategy.

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The brands, companies, people and agencies showcased in this issue of *Contagious*.

